Innovation Management:
Theoretical Foundations and Fundamental Applications

INSTRUCTORS
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CLASS SCHEDULE
October 17 – 19, 2017 10:00 – 16:30
December 11 – 12, 2017 10:00 – 16:30

LOCATION
University of Zurich – room TBD

COURSE OVERVIEW
The fundamental objective of this course is to provide students with a substantive introduction to the dimensions of the theoretical foundations of innovation management and strategy. As such, this doctoral seminar will explore relationships between the competitive environment, managerial action and the creation, capture, and delivery of value through innovation and related activities. The course takes a broad approach to these topics, reviewing notable studies found in the management, marketing and product innovation literatures. We begin with an overview of innovation and performance implications, and then consider topics such as disruptive innovation, competition and product launch, product and innovation efforts approached through inter-organizational alliance relationships, the role of product design, and strategic orientations. Incorporating a variety of perspectives gives the students a broader understanding of the observable phenomena, and the approaches scholars take to describe, explain and predict outcomes.

We also address issues of interest to the broader doctoral student community, such as effective research paper writing, how to avoid errors in paper submission and replying to editors and reviewers, and even what goes into an effective article review.
OBJECTIVES
The course is focused on providing students with an overview of some of the most important topics in the contemporary innovation and product development literature. It is also intended to help students advance their scholarly development. Since the ability to publish is so important for academic career progress, this course will also have emphasis on research practice. The overall intention is to provide students with experience conducting activities associated with producing and publishing high-quality research related to innovation management and product development.

COURSE STRUCTURE
The course will be taught using a seminar style. This means each student must take responsibility for the success of the class. Simply reading the assigned materials is insufficient—students are expected to come to class fully prepared to discuss their: (a) evaluation of the assumptions and insights associated with the assigned papers, (b) analysis of how these papers collectively fit with other literatures, and (c) identify opportunities to contribute to the body of knowledge on this topic. During the first set of sessions in October, all students will be responsible for being prepared to discuss a common set of readings, in addition to their individual topic leadership and one page summaries. During the second set of sessions in December, students will be prepared to share their research and engage with other students on theirs in a development workshop format.

Grading:

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<td>Topic Leadership</td>
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<td>One page summaries (5)</td>
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<td>Paper</td>
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**Topic Leadership (1)**
Provide a 1-2 page overview and integration of the articles. For each session, one or two of you will be assigned to lead a discussion. The discussion leader’s task is to prepare the topic to be discussed on the assigned day and encourage active interchange of opinions and viewpoints in the class. For this task, the discussion leader should become very familiar with the topic and should make every attempt to read not only the required readings but also some of the recommended readings, where listed. Distributing a handout of the summary to the class, and/or an overhead presentation will expedite dissemination of knowledge. The discussion leader will be graded individually based on how well his/her roles are played.

**Topic Extension** – as part of the topic leadership, please find one significant, recent article in the same domain. Be prepared to explain the basic concepts of this article and how it relates to the topic and what gap it fills in the literature.

**IMPORTANT** – Please send an email to tim@business.uzh.ch by September 15 indicating your top 3 topics of interest. Students will receive their topic assignment by September 22.
One page summaries (5)
A one or two page summary of an article from each of the 5 topics where you are not the discussion leader is required.

- Title of the reading (full citation)
- Purpose of the reading: This section should describe how this reading fits in within the broader topical area (research stream), its fundamental objectives, etc.
- Theoretical Argument: This section should summarize the theoretical argument of the reading, basic assumptions, hypotheses/propositions, etc.
- Methodology: If the paper is empirical, this should summarize the research methods including data collection, statistical methods, etc.
- Results and Conclusions: This section should summarize any empirical results, any theoretical and normative conclusions, other implications, etc.

Please conclude each summary with a thought provoking point or discussion question drawn from the article for the class to consider.

Students should make copies of the summaries for everyone in class and distribute them at the beginning of the respective session.

Research Paper and Presentation (1)
Each of you is asked to present and submit a conceptual paper during the second set of sessions in December. This paper should be a critical review of an innovation paradigm or an important research stream, offering a synthesis, possibly propositions, and ideas for future development of this topical area.

You may position this work as a theory-building paper, a conceptual paper, or a literature review. It may focus on a topic of interest, where you may follow up with an empirical study. The aim of this exercise is to enhance your analytical skills through critical thinking and initiate you to the tasks of scholarly publication. You should develop this paper in such a way so that it can be submitted to a leading refereed journal.

If you have data available to work with, then you are welcome to extend the paper to include the empirics.

The final version of the paper (approximately 25 double-spaced pages in length, including references, tables, and figures) should be submitted to tim@business.uzh.ch by 5:00 p.m., on December 5th.

Each student will turn in a 3-4 page typed proposal of their research paper to tim@business.uzh.ch by October 30th to ensure the topic is relevant and has merit for further development. The instructors will provide feedback to help the student move forward most effectively.
Theoretical Foundations of Innovation Management
Topics and Articles
Fall 2017

Topic 1: The Study and Measurement of Innovation


**Topic 2: Disruptive innovation**


**Additional Suggested Readings:**


**Topic 3: Inter-organizational relationships: R&D collaborations & alliances**


**Additional Suggested Readings:**


Topic 4: Launch and Competition


**Topic 5: Innovations and Product Design**


**Topic 6: Strategic Orientation and Innovation Performance**


**Foundational Literature:**


Professor Dr. Anja Schulze

Anja Schulze is Swiss National Science Foundation (SNSF) Professor of Technology and Innovation Management at the University of Zürich. Her research interests are in innovation, new product development, and technology management with a special consideration of the automotive industry. Her publications appeared in the field’s journals, such as the Journal of Product Innovation Management or Research Policy, but also in other journals such as the Journal of Management.

Prof. Schulze is heading the swiss Center for Automotive Research (swiss CAR) and she is an active member of the Program for Vehicle and Mobility Innovation (PVMI) at the Mack Centre for Technological Innovation of the Wharton School. Prof. Schulze has established competence on the automotive industry’s specifics and maintains long-term relationships with companies in this industry which has allowed for the identification and framing of research problems highly relevant to the industry as well as exceptional access to empirical data.

Professor Dr. Janell D. Townsend

Janell D. Townsend is an Associate Professor of Marketing and International Business in the School of Business Administration at Oakland University, a member of the faculty of the MSc in Engineering Management program at Vienna University of Technology (TU Wien), and was recently the Hedi Fritz-Niggli Visiting Professor of Business at the University of Zurich. She has also been a visiting professor at Michigan State University and an instructor at Wayne State University.

Prof. Townsend’s research interests are broadly defined by strategic and international marketing issues, and fall within the nexus of branding, innovation, and globalization of the firm, helping to extend understanding of complex phenomena in an ever more global marketplace. Current projects incorporate aspects of product design and brand portfolio management, strategic orientation, and globalization of the firm. Professor Townsend’s research has appeared in top tier business journals such as Marketing Letters, Journal of International Business Studies, Journal of Product Innovation Management, Journal of International Marketing, International Marketing Review, and Industrial and Corporate Change, among others.

In addition to her research, teaching, and service, Dr. Townsend regularly consults on research projects for industry, lends her expertise through executive coaching, and has a number of collaborations with automotive OEM’s, suppliers, and global market research firms. She also has professional experience with Clarion Corporation, Unisys, and Intel.